

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
51	Information								
	Total revenue	283,786	284,417	277,999	291,482	100.0	100.0	100.0	100.0
	Class of customer								
	Government	12,984	12,710	11,554	12,109	4.6	4.5	4.2	4.2
	Business	168,698	170,221	166,838	177,633	59.4	59.8	60.0	60.9
	Household consumers and individual users.....	102,104	101,486	99,607	101,740	36.0	35.7	35.8	34.9
511	Publishing industries (except Internet)								
	Total revenue	72,031	71,936	70,412	76,810	100.0	100.0	100.0	100.0
	Class of customer								
	Government	4,851	4,623	3,784	4,486	6.7	6.4	5.4	5.8
	Business	56,875	56,850	56,466	60,954	79.0	79.0	80.2	79.4
	Household consumers and individual users.....	10,305	10,463	10,162	11,370	14.3	14.5	14.4	14.8
51111	Newspaper publishers								
	Total revenue	10,031	10,303	10,274	11,932	100.0	100.0	100.0	100.0
	Class of customer								
	Government	143	161	143	186	1.4	1.6	1.4	1.6
	Business	7,921	8,060	7,975	9,446	79.0	78.2	77.6	79.2
	Household consumers and individual users.....	1,967	2,082	2,156	2,300	19.6	20.2	21.0	19.3
51112	Periodical publishers								
	Total revenue	11,722	11,287	11,228	12,333	100.0	100.0	100.0	100.0
	Class of customer								
	Government	79	84	81	91	0.7	0.7	0.7	0.7
	Business	9,479	9,114	9,112	9,752	80.9	80.7	81.2	79.1
	Household consumers and individual users.....	2,164	2,089	2,035	2,490	18.5	18.5	18.1	20.2
5111 pt	Book, directory and mailing list, and other publishers ¹								
	Total revenue	14,034	12,275	11,820	13,380	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,929	1,344	897	1,356	13.7	10.9	7.6	10.1
	Business	9,641	8,342	8,452	9,256	68.7	68.0	71.5	69.2
	Household consumers and individual users.....	2,464	2,589	2,471	2,768	17.6	21.1	20.9	20.7
5112	Software publishers								
	Total revenue	36,244	38,071	37,090	39,165	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,700	3,034	2,663	2,853	7.4	8.0	7.2	7.3
	Business	29,834	31,334	30,927	32,500	82.3	82.3	83.4	83.0
	Household consumers and individual users.....	3,710	3,703	3,500	3,812	10.2	9.7	9.4	9.7
512	Motion picture and sound recording industries								
	Total revenue	24,287	26,492	25,050	27,603	100.0	100.0	100.0	100.0
	Class of customer								
	Government	179	180	186	192	0.7	0.7	0.7	0.7
	Business	18,209	20,046	18,908	21,631	75.0	75.7	75.5	78.4
	Household consumers and individual users.....	5,899	6,266	5,956	5,780	24.3	23.7	23.8	20.9

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
515	Broadcasting (except Internet)								
	Total revenue	25,064	25,299	24,197	25,734	100.0	100.0	100.0	100.0
	Class of customer								
	Government	221	217	219	276	0.9	0.9	0.9	1.1
	Business	23,382	23,573	22,432	23,971	93.3	93.2	92.7	93.1
	Household consumers and individual users.....	1,461	1,509	1,546	1,487	5.8	6.0	6.4	5.8
5151	Radio and television broadcasting								
	Total revenue	13,359	13,761	13,532	14,609	100.0	100.0	100.0	100.0
	Class of customer								
	Government	206	202	205	262	1.5	1.5	1.5	1.8
	Business	12,413	12,833	12,604	13,686	92.9	93.3	93.1	93.7
	Household consumers and individual users.....	740	726	723	661	5.5	5.3	5.3	4.5
5152	Cable and other subscription programming								
	Total revenue	11,705	11,538	10,665	11,125	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	10,969	10,740	9,828	10,285	93.7	93.1	92.2	92.4
	Household consumers and individual users.....	721	783	823	826	6.2	6.8	7.7	7.4
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services								
	Total revenue	17,268	16,673	16,597	17,017	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,165	2,024	2,142	1,953	12.5	12.1	12.9	11.5
	Business	10,061	9,692	9,411	9,700	58.3	58.1	56.7	57.0
	Household consumers and individual users.....	5,042	4,957	5,044	5,364	29.2	29.7	30.4	31.5
517	Telecommunications								
	Total revenue	127,733	126,130	124,598	126,384	100.0	100.0	100.0	100.0
	Class of customer								
	Government	3,771	3,623	3,512	3,461	3.0	2.9	2.8	2.7
	Business	45,795	45,464	45,474	46,670	35.9	36.0	36.5	36.9
	Household consumers and individual users.....	78,167	77,043	75,612	76,253	61.2	61.1	60.7	60.3
5171	Wired telecommunications carriers								
	Total revenue	45,916	45,734	45,937	47,241	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,608	1,579	1,525	1,488	3.5	3.5	3.3	3.1
	Business	23,906	23,845	24,098	24,574	52.1	52.1	52.5	52.0
	Household consumers and individual users.....	20,402	20,310	20,314	21,179	44.4	44.4	44.2	44.8
5172	Wireless telecommunications carriers (except satellite)								
	Total revenue	49,071	47,846	46,981	46,966	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	\$	\$	\$	\$	\$	\$	\$	\$
	Household consumers and individual users.....	\$	\$	\$	\$	\$	\$	\$	\$

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
5175	Cable and other program distribution								
	Total revenue	27,351	27,078	26,306	26,495	100.0	100.0	100.0	100.0
	Class of customer								
	Government	256	S	240	224	0.9	S	0.9	0.8
	Business	2,925	2,835	3,073	3,095	10.7	10.5	11.7	11.7
	Household consumers and individual users.....	24,170	24,026	22,993	23,176	88.4	88.7	87.4	87.5
517 pt	Other telecommunications ²								
	Total revenue	5,395	5,472	5,374	5,682	100.0	100.0	100.0	100.0
	Class of customer								
	Government	333	272	260	259	6.2	5.0	4.8	4.6
	Business	4,157	4,304	4,227	4,511	77.1	78.7	78.7	79.4
	Household consumers and individual users.....	905	896	887	912	16.8	16.4	16.5	16.1
5182	Data processing, hosting, and related services								
	Total revenue	17,403	17,887	17,145	17,934	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,797	2,043	1,711	1,741	10.3	11.4	10.0	9.7
	Business	14,376	14,596	14,147	14,707	82.6	81.6	82.5	82.0
	Household consumers and individual users.....	S	S	S	1,486	S	S	S	8.3

(p) Preliminary estimate. (r) Revised estimate.

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

(1) Includes NAICS 51113 (book publishers), 51114 (directory and mailing list publishers), and 51119 (other publishers).

(2) Includes NAICS 5173 (telecommunications resellers), 5174 (satellite telecommunications), and 5179 (other telecommunications).

Note: Sector totals and subsector totals may include data for kinds of business not shown. Detail percents may not add to 100 percent due to rounding. Table 4 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
51	Information					
	Total revenue	1.0	Z	Z	Z	Z
	Class of customer					
	Government	3.5	0.2	0.2	0.1	0.1
	Business	1.0	0.2	0.2	0.2	0.2
	Household consumers and individual users.....	1.4	0.3	0.3	0.3	0.3
511	Publishing industries (except Internet)					
	Total revenue	2.6	Z	Z	Z	Z
	Class of customer					
	Government	4.3	0.3	0.2	0.2	0.2
	Business	2.9	0.5	0.5	0.4	0.6
	Household consumers and individual users.....	2.9	0.3	0.3	0.4	0.5
51111	Newspaper publishers					
	Total revenue	4.4	Z	Z	Z	Z
	Class of customer					
	Government	15.2	0.2	0.3	0.2	0.2
	Business	4.4	0.6	0.7	0.8	0.6
	Household consumers and individual users.....	6.0	0.6	0.7	0.8	0.6
51112	Periodical publishers					
	Total revenue	6.7	Z	Z	Z	Z
	Class of customer					
	Government	14.0	0.1	0.1	0.1	0.1
	Business	8.0	1.8	1.8	1.8	2.2
	Household consumers and individual users.....	9.2	1.8	1.8	1.8	2.2
5111 pt	Book, directory and mailing list, and other publishers					
	Total revenue	2.4	Z	Z	Z	Z
	Class of customer					
	Government	8.3	1.1	0.9	0.5	0.6
	Business	2.9	1.0	1.0	0.8	0.8
	Household consumers and individual users.....	3.4	0.7	0.9	0.7	0.8
5112	Software publishers					
	Total revenue	3.9	Z	Z	Z	Z
	Class of customer					
	Government	5.7	0.4	0.6	0.4	0.5
	Business	4.2	0.5	0.6	0.4	0.8
	Household consumers and individual users.....	5.4	0.4	0.4	0.4	0.5
512	Motion picture and sound recording industries					
	Total revenue	3.5	Z	Z	Z	Z
	Class of customer					
	Government	17.0	0.1	0.1	0.1	0.1
	Business	3.3	1.3	1.5	1.2	1.4
	Household consumers and individual users.....	8.1	1.4	1.6	1.2	1.4

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
515	Broadcasting (except Internet)					
	Total revenue	2.4	Z	Z	Z	Z
	Class of customer					
	Government	9.2	0.1	0.1	0.1	0.1
	Business	2.7	0.3	0.4	0.5	0.5
	Household consumers and individual users.....	5.9	0.2	0.4	0.4	0.4
5151	Radio and television broadcasting					
	Total revenue	3.4	Z	Z	Z	Z
	Class of customer					
	Government	10.0	0.2	0.2	0.2	0.3
	Business	3.8	0.6	0.6	0.6	0.7
	Household consumers and individual users.....	7.1	0.5	0.5	0.4	0.5
5152	Cable and other subscription programming					
	Total revenue	1.7	Z	Z	Z	Z
	Class of customer					
	Government	S	S	S	S	S
	Business	1.6	0.3	0.4	0.7	0.7
	Household consumers and individual users.....	7.9	0.2	0.4	0.7	0.7
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services					
	Total revenue	7.0	Z	Z	Z	Z
	Class of customer					
	Government	20.5	1.7	2.0	1.8	1.6
	Business	6.4	4.4	4.3	4.0	4.2
	Household consumers and individual users.....	21.3	4.5	4.5	4.4	4.4
517	Telecommunications					
	Total revenue	1.2	Z	Z	Z	Z
	Class of customer					
	Government	3.6	0.1	0.1	0.1	0.1
	Business	1.4	0.4	0.4	0.4	0.5
	Household consumers and individual users.....	1.5	0.5	0.5	0.5	0.6
5171	Wired telecommunications carriers					
	Total revenue	3.1	Z	Z	Z	Z
	Class of customer					
	Government	4.1	Z	Z	Z	Z
	Business	1.9	1.0	1.0	0.9	0.9
	Household consumers and individual users.....	5.1	1.0	0.9	0.9	0.9
5172	Wireless telecommunications carriers (except satellite)					
	Total revenue	1.6	Z	Z	Z	Z
	Class of customer					
	Government	S	S	S	S	S
	Business	S	S	S	S	S
	Household consumers and individual users.....	S	S	S	S	S

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	3Q 2008 (p)	2Q 2008 (r)	1Q 2008	4Q 2007
5175	Cable and other program distribution					
	Total revenue	1.3	Z	Z	Z	Z
	Class of customer					
	Government	27.9	0.2	S	0.2	0.2
	Business	11.1	1.1	1.1	1.1	1.1
517 pt	Household consumers and individual users.....	1.0	1.3	1.3	1.2	1.2
	Other telecommunications					
	Total revenue	6.0	Z	Z	Z	Z
	Class of customer					
	Government	15.1	1.0	0.8	0.6	0.5
5182	Business	7.4	3.8	3.7	3.6	3.3
	Household consumers and individual users.....	27.1	3.9	3.6	3.7	3.4
	Data processing, hosting, and related services					
	Total revenue	4.0	Z	Z	Z	Z
	Class of customer					
	Government	10.0	0.7	0.9	0.8	0.8
	Business	4.2	1.7	1.7	1.9	2.1
	Household consumers and individual users.....	22.7	S	S	S	1.8

(p) Preliminary estimate. (r) Revised estimate. Z Less than .05 percent.

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

(1) The medians are based on estimates for the most recent four quarters.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.